

THE CONCEPT OF A LIFECYCLE SYSTEM FOR ORGANIZING AND MANAGING A MASS SPORTS AND RECREATIONAL PROCESS

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Annotation. This article considers a new life-cyclic approach as a promising strategy for organising and managing mass sports and recreational process on a national scale. The concept as well as the principles of organising a holistic life-cyclic continuous system, consistently covering all age social groups of the population, are proposed.

Keywords: concept, approach, mass sport, life-cyclic, principle, system, organisation, management, process.

In Uzbekistan, one of the main strategic objectives of state policy is to create conditions that ensure the formation of a healthy lifestyle by introducing citizens to regular physical education and sports. In general, physical culture and sports have a direct impact on the most important components of human capital - people's health, education and intelligence. (4,5). The modernization of society is mainly determined by the accumulated highly developed human capital, on which the increase in national income, development and status of the country directly depend.

In the country, physical culture and sport as a key component of human capital formation is considered as an investment in the future, which increases productivity, improves cognitive abilities and contributes to the general well-being of people, as well as makes a significant contribution to the economic and social development of society. The integrated organization and management of sports and recreation processes is one of the key scientific areas related to the formation of a healthy lifestyle. It is important to emphasize that consistency and scientific approach make it possible to effectively solve socio-economic problems related to increasing the level of physical activity of the population and improving public health. This, in turn, helps to strengthen the physical and intellectual resources of the nation, which has long-term positive consequences for society and the country's economy as a whole.

Introduction. The state strategy "Uzbekistan - 2030" highlights specific tasks aimed at mass involvement of all segments of the population, especially students. The society focuses on supporting and strengthening the physical health of citizens, improving their quality of life, and ensuring the innovative and sustainable development of the country's socio-economic system (1). According to the target plans of the national strategy, appropriate measures have been taken to radically improve the teaching of the subject of Physical education in secondary schools and to develop the professional activities of teachers in this subject (2). The task has been set to popularize and organize regular team sports among young people - volleyball, basketball, handball, rugby, field hockey, water polo, and it also provides for the creation of necessary conditions for their further development and the systematic conduct of sports competitions in general secondary schools and universities. (3).



Relevance. An analysis of data on mass sporting events has shown a certain gap between real digital indicators and improvements in public health. In many cases, events are held without a proper assessment of their impact on the condition of the participants, which indicates the insufficiency of an integrated approach to solving this important social task. The proposed measures for organizing mass sports are often characterized by fragmentation and are limited to individual age groups.

In general, there is no integrated technology platform that ensures the continuous involvement of various social groups in sports and recreation activities. The applied approaches to the regulation of mass sports activities copy the technologies of managing the development of high-performance sports and rely on administrative management levers. These shortcomings are the result of a haphazard approach and a lack of scientific validity, a focus on quantitative indicators of sports events, as well as the lack of an effective monitoring and feedback system. This situation leads to a distortion of statistical data, disillusionment of the population in sports and irrational use of resources.

In this regard, there is a need to develop and implement more effective models for organizing and managing the process of mass involvement of the population in physical activity. In order to achieve maximum efficiency in the organization and management of mass sports work on a national scale, it is necessary to find new innovative methods. This approach will make it possible to comprehensively, systematically, consistently and continuously involve all social strata of the population in mass sports, starting from early childhood and ending in old age, taking into account individual needs and capabilities at each stage of life, ensuring the physical development of a person throughout life.

The purpose of the study. Development of the concept of a life-cyclical approach to the organization and management of the mass sports and recreation process as a tool for improving health and forming a healthy lifestyle throughout a person's life.

The object of the study. Organization and management of mass sports.

Research objectives. 1. Analysis of existing methods of organization and management of the mass sports and recreation process. 2. Formulation of the basic principles of a life-cyclical continuous system. 3. Determination of the main stages of the life cycle system, taking into account age characteristics and human needs for physical activity.

Physical activity plays an important role in maintaining and improving a person's health and capital throughout his life. Regular physical education and sports activities strengthen not only physical but also mental health, improve cognitive functions, promote higher working capacity and concentration, which is especially important in educational activities (7). The cyclical nature of the formation and development of each element of human capital, including the life cycles of their reproduction, is associated with the very life of a person, with the stages of his personal life (6). A life-cyclical approach to the organization and management of the mass sports and recreation process is an important step to ensure targeted and effective impact of mass sports on various age groups of the population. It is known that each socio-age period is characterized by its own characteristics of physical and mental development, as well as the needs for forms and methods of physical activity. Therefore, it is necessary to look for new conceptual foundations and principles for the organization and management of the mass sports and recreation process associated with the continuous formation and reproduction of human capital - the health of the nation.



The correct formation of the basic principles of a life-cycle approach can be the key to creating an effective model for organizing and managing the mass sports and recreation process on a national scale, which allows mass coverage of all socio-age segments of the population, as well as evaluating the effectiveness of sports events defined by regulatory documents, respectively, to monitor the dynamics of public health indicators over a time cycle.

In our opinion, conceptually, a life-cycle approach should be based on the following principles that determine the functionality of the model system:

-the principle of continuity and interconnectedness is to ensure a consistent transition from one development cycle to the next stage, taking into account age characteristics, physical condition and changing needs.

-the principle of cyclicity - social cycles-stages: (childhood, adolescence, adulthood, old age), methodology and methods of physical activity for each stage, characterized by their functional tasks, forms and intensity of physical activity.

-the principle of consistency and complexity - a life cycle system should be a single, chain-like, complex sports competitions, as well as various organizations, institutions, programs and resources, elementally interconnected by cycles and stages.

-the principle of a single operator is the coordination of the activities of all government agencies, educational and other institutions, sports organizations, public organizations, as well as monitoring the effectiveness of implemented sports events.

The above principles are interrelated and complement each other, forming an integral coordinate system for the organization and management of the mass sports and recreation process. Their observance is a prerequisite for achieving the set goals and objectives. Therefore, it is necessary to take into account such important aspects as the motivation of participants, the qualifications of personnel, the availability of sports infrastructure and the mechanism of coordination between various government and public organizations. This approach can also serve as a basis for analyzing problems and predicting possible mechanisms in the organization and management of this process, as well as provide an opportunity to assess the current situation and identify key trends. The life cycle system model is a conceptual framework that interprets the interrelationship and interaction of various elements within a single, integrated system. In the context of the organization and management of mass sports, this model plays the role of an integrated and structured system, in general, including all the necessary components for the effective functioning of the mass process - increasing accessibility to sports infrastructure, coordination between various structures. When developing this system model, it is necessary to take into account fundamental points such as: motivation, personnel, accessibility of sports facilities, coordination of activities of public and private organizations, monitoring and analysis of the effectiveness of events. Along with this, the technological sequence of involving age-related social strata of the population, as well as a clear mechanism of interaction, is fundamental in the system. Such interaction makes it possible to achieve the greatest effectiveness from joint actions and ensure the sustainable development of mass participation.

Conclusions. The organization and management of mass sports activities based on a life-cycle approach will provide an integral technological mechanism for the mass continuous involvement of different socio-age groups in physical activity, based on an institutional pyramid relationship between government agencies, public and private organizations, educational institutions and sports clubs.

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